

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

In re the Application of:

Toru OZAKI et al.

Serial No. 09/933,766

Group Art Unit: 3625

Confirmation No. 6192

Filed: August 22, 2001

Examiner: Matthew S. Gart

For: COMMERCE INFORMATION DISTRIBUTION SYSTEM AND COMMERCE  
INFORMATION MANAGING METHOD

**APPEAL BRIEF**

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

**I. Real Party in Interest**

The inventors, Toru OZAKI, Makoto YOSHIOKA and Hidefumi AOE, assigned all rights in the subject application to FUJITSU LIMITED according to the Assignment executed August 6, 2001 which was submitted for recordation on August 22, 2001 and recorded at Reel 12100, Frames 732-733. Therefore, the real party in interest is FUJITSU LIMITED.

**II. Related Appeals and Interferences**

There are no related appeals or interferences known to Appellant, Appellant's legal representatives or the Assignee, FUJITSU LIMITED, which will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

**III. Status of Claims**

Claims 1-29 are pending in the application; claims 10-27 have been withdrawn from prosecution as directed to a distinct subcombination; and claims 1-9, 28 and 29 stand rejected under 35 U.S.C. § 102(e). The rejection of claims 1-9, 28 and 29 is being appealed.

#### **IV. Status of Amendments**

No Amendment was filed in response to the Office Action mailed July 24, 2007.

#### **V. Summary of Claimed Subject Matter**

The application is directed to "commerce information management" and independent claim 1 is directed to a "commerce information managing method for managing commerce information" (claim 1, lines 1-2). The first operation in this method is "receiving a request to generate a commercial message broadcast and commercial message information relating to the commercial message broadcast from at least one of a merchandise producer and a service provider" (claim 1, lines 3-5) as described, for example, at page 7, lines 13-16 and page 13, lines 7-16, with reference to Fig. 1.

The next operation recited in claim 1 is "requesting a concurrent broadcast of the commercial message broadcast and the commercial message information relating to the commercial message broadcast generated according to commerce information, during broadcast of a main program" (claim 1, lines 6-8) as described, for example, at page 15, lines 17-22, with reference to Fig. 1.

The final operation recited in claim 1 includes two parts, "receiving at a broadcast reception terminal device of a client, as part of the commerce information, commercial message broadcast designation information contained in the commercial message information" (claim 1, lines 9-11) as described, for example, at page 7, lines 16-25, with reference to Fig. 1 and at page 16, lines 7-21, with reference to Fig. 4 (describing what is broadcast and received). In the detailed example described at page 29, line 1 to page 31, line 15 with reference to Figs. 5-8, it is apparent that the commercial message (CM) broadcast designation information is received by the terminal device with the broadcast commercial message, since the CM broadcast designation information is included in the XML file that is used to generate the catalog that, as indicated in block S410 of Fig. 4, is included in what is broadcast to the terminal device.

The second part of the final operation recited in claim 1 is designating at least the commercial message broadcast when the client sees the commercial message broadcast, performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases merchandise or a service in the commercial message information relating to the commercial message broadcast (claim 1, last 5 lines), as described, for example, at page 7, lines 20-25; at page 17, line 18 to page 18, line 2, with reference to Fig. 1; and at page 39, lines 2-14, with reference to Fig. 4.

Claim 8 depends from claim 1 and adds the operation of "distributing instructions about merchandise or a service generated by the merchandise producer or the service provider to a shop at which a client receives merchandise or a service so that the client can receive a support of aftercare for the merchandise or the service" as described, for example, at page 62, line 25 to page 65, line 12, with reference to Fig. 19.

Independent claim 28 is directed to a "commerce information management apparatus" (claim 28, line 1), one example of which is the commerce out-sourcing center 1 illustrated in Fig. 1. As illustrated in Fig. 1 and described at page 14, lines 2-5, "[t]he commerce out-sourcing center 1 comprises a computer 8 and a database (... DB) 9, and manages the commerce information ...". The separate units recited in claim 28 are not described in the specification. However, as noted at page 13, lines 1-6, the blocks in Fig. 1 may represent "plural units" and one of ordinary skill in the art would understand that the operations described in the specification as being performed by the commerce out-sourcing center 1 could be performed by separate program modules executing in a single computer, or that multiple computers could be used at the commerce out-sourcing center, each corresponding to one of the units recited in claim 28.

The first element of claim 28 is

a commercial message information generation unit generating a commercial message broadcast and commercial message information relating to the commercial message broadcast according to managed commerce information after receiving a request from a merchandise producer or a service provider

(claim 28, lines 2-5). In the embodiment described at page 8, lines 11-15 and page 13, lines 14-16, with reference to Fig. 1, the commerce out-sourcing center 1 performs the operations performed by the commercial message information generation unit recited in claim 28.

The second element of claim 28 is

a request unit requesting a broadcasting station to broadcast both the commercial message broadcast and the commercial message information relating to the commercial message broadcast concurrently via a single broadcast medium during a main program

(claim 28, lines 2-5). In the embodiment described at page 8, lines 16-18 and page 15, lines 17-22, with reference to Fig. 1, the commerce out-sourcing center 1 performs the operations performed by the request unit recited in claim 28.

The third element of claim 28 is

a management unit receiving commercial message broadcast designation information contained in the commercial message information and designating at least a commercial message broadcast seen by a client from a terminal used by the client when the client purchases merchandise or a service in the commercial

message information relating to the commercial message broadcast after the client sees the commercial message broadcast and performs an instruction for displaying the commercial message information relating to the commercial message broadcast, and managing the commercial message broadcast designation information as part of the commerce information.

(claim 28, last 8 lines). In the embodiment described at page 8, line 18 to page 9, line 1; page 14, lines 2-14; page 17, line 18 to page 18, line 1; and page 28, lines 20-25, with reference to Figs. 1 and 4, the commerce out-sourcing center 1 performs the operations performed by the management unit recited in claim 28.

Independent claim 29 is also directed to a "commerce information management apparatus" (claim 29, line 1), but the elements are different than in claim 28. The specification provides the commerce out-sourcing center 1 illustrated in Fig. 1 as a practical example of the commerce information management apparatus recited in claim 29. As in the case of claim 28, the separate units recited in claim 29 are not described in the specification; however, as discussed above, one of ordinary skill in the art would understand that the operations described in the specification as being performed by the commerce out-sourcing center 1 could be performed by separate program modules executing in a single computer, or that multiple computers could be used at the commerce out-sourcing center, each corresponding to one of the units recited in claim 29.

The first element recited in claim 29 is "a first reception unit receiving information about merchandise or a service upon receipt of a request from a merchandise producer or a service provider" (claim 29, lines 2-3) as described, for example, at page 9, lines 12-15, and page 25, lines 4-8, with reference to Figs. 1 and 4.

The second element of claim 29 is

a second reception unit receiving information about a client or information about merchandise or a service included in commercial message information and purchased by a client, as commerce information when the client sees a commercial message broadcast, performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases the merchandise or the service while the commercial message broadcast and the commercial message information relating to the commercial message broadcast are broadcasted concurrently during a main program

(claim 29, lines 4-10) as described, for example, at page 9, lines 16-19; page 16, lines 1-6; page 17, lines 18-25; and page 28, line 20 to page 29, line 12, with reference to Figs. 1, 4 and 5.

The final element of claim 29 is "a management unit collectively managing the commerce information" (claim 29, last line), as described, for example, at page 9, lines 20-21 and page 14, lines 2-7, with reference to Fig. 1.

## **VI. Grounds of Rejection to be Reviewed on Appeal**

In the July 24, 2007 Office Action, claims 1-3, 6-9, 28 and 29 were rejected under 35 USC § 102(e) as anticipated by U.S. Patent Application Publication No. 2002/0010928 by Sahota and claims 4 and 5 were rejected under 35 USC § 103(a) as unpatentable over Sahota in view of U.S. Patent 5,774,534 to Mayer. At issue is whether Sahota, taken alone, or in combination with Mayer teaches or suggests all of the limitations recited in claims 1-9, 28 and 29.

## **VII. Argument**

### **Rejections under 35 USC § 102(e)**

#### **Claims 1-3 and 6-9**

On pages 3-6 of the July 24, 2007 Office Action, claims 1-3, 6-9, 28 and 29 were rejected under 35 USC § 102(e) as anticipated by Sahota. In rejecting claim 1, it was asserted that paragraphs [0060] and [0061] of Sahota disclosed the limitations recited on the last six lines of claim 1. As discussed in the Amendments filed November 21, 2006 (received by the U.S. Patent and Trademark Office on November 24, 2006) and June 19, 2007 (received by the U.S. Patent and Trademark Office on June 21, 2007), paragraphs [0060] and [0061] of Sahota merely describe linking to a website from a TV commercial. There is no suggestion in these paragraphs and nothing has been found anywhere else in Sahota that suggests including in either the website address or elsewhere in the TV commercial, "commercial message broadcast designation information ... designating at least the commercial message broadcast" (claim 1, lines 10-11). What is displayed in the system disclosed by Sahota is only a web site address of a retailer. No suggestion has been found in Sahota that the web site address designates the commercial message in any way.

On page 9 of the July 24, 2007 Office Action, the "Response to Arguments" section cited paragraph [0061] of Sahota which references box 445 of the flowchart in Fig. 4, "LAUNCHING INTERACTIVE SERVICES" by "accessing interactive content 510 ... [to] begin interacting with a website as shown in FIG. 5B" which is just a screenshot of a retailer's web page. While this might be interpreted as implying that the end result of what is claimed in claim 1 and taught by

Sahota is similar, it is submitted that paragraph [0061] of Sahota does not teach what is recited in claim 1, as required of an anticipatory reference.

As discussed in the June 19, 2007 Amendment, paragraph [0061] of Sahota is not as relevant to claim 1 as paragraphs [0057] to [0060] and the corresponding boxes 425, 430, 435 and 440 in Fig. 4 and furthermore, the paragraph in Sahota that is the most pertinent to the last six lines of claim 1 is paragraph [0038]. Paragraphs [0057] to [0059] of Sahota state that "[a]t operation 425, multiplexer/encoder 215 queries broadcasting server 260 to determine if the video stream is to be integrated with interactive content" (paragraph [0057]), then "[a]t operation 430, ... broadcasting server 260 will send an ATVEF trigger to multiplexer/encoder 215. Multiplexer/encoder 215 then integrates interactive content in real-time based on the ATVEF trigger" (paragraph [0058]) and "multiplexer/encoder 215 then transmits the integrated content to set-top box 106" (paragraph [0059]).

Although it is not clear from paragraphs [0057] to [0059] how the "integrated content" is transmitted, in paragraph [0060], it is stated that

[d]evice frameworks 270 within set-top 106 may further process the integrated content for display on TV 104. For example, as shown in FIG. 5A, set-top 106 sends interactive content of a URL location "http://www.xyz.com" for a clothing retailer with TV commercial 520, which is a commercial for the clothing retailer, for display on TV 104

As illustrated in Fig. 2, and described in paragraph [0038],

[d]evice frameworks 270 communicates with application server 240 via network 275, which can include a residential broadband network. In one embodiment, application server 240 provides the necessary information and data and instructs device frameworks 270 to integrate automatically an existing Internet advertising content, e.g., an advertisement banner, with a television commercial being broadcasted to set-top box 106 via broadcast network 290.

In other words, Sahota does not teach that multiplexer/encoder 215 inserts the URL into a broadcast TV commercial; rather, "device frameworks 270 receive ATVEF triggers and content from application server 240" (paragraph [0035]) via the Internet and as a result, device frameworks 270 adds the content, i.e., the URL, on the screen while the broadcast television advertisement is being displayed, in real-time.

In response to the explanation of why paragraph [0061] of Sahota fails to disclose what is recited on the last six lines of claim 1, the Examiner merely noted that "the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim ... [and] other passages and figures may apply as well" (July 24, 2007 Office Action, page 10, lines 2-4). There was no response to the discussion in the June 19, 2007

Amendment of the failure of the "other passages" in Sahota (that are believed to be more relevant that paragraph [0061]) to disclose the limitations recited on the last six lines of claim 1. Therefore, it is submitted that claim 1 and claims 2, 3 and 6-9 which depend therefrom patentably distinguish over Sahota at least due to the failure of Sahota to disclose what is recited on the last six lines of claim 1, as discussed above.

As also discussed in the Amendments filed November 21, 2006 and June 19, 2007, nothing has been cited or found in Sahota suggesting that "commercial message broadcast designation information" (claim 1, line 10) is received "at a broadcast reception terminal .. as part of the commerce information" (claim 1, lines 9-10). Rather, Sahota discloses that a set-top device receives interactive content of a URL location "http://www.xyz.com" for a clothing retailer via the Internet and displays the URL on a TV during a TV commercial for the clothing retailer, so that "a user of TV 104 can launch interactive services by accessing interactive content" (paragraph [0061]).

In response to the argument in the preceding paragraph, the Examiner asserted that "Sahota discloses a TV **104** that has the capability of displaying broadcast designation information ... [as] illustrated in Fig. 1A" (July 24, 2007 Office Action, page 10, lines 11-12), without indicating what in Fig. 1A might correspond to "commercial message broadcast designation information." More importantly, the July 24, 2007 Office Action failed to provide any explanation of why what the TV displays matters, when claim 1 requires that the "commercial message broadcast designation information" (claim 1, line 10) is received "at a broadcast reception terminal .. as part of the commerce information" (claim 1, lines 9-10) which is provided by "a concurrent broadcast of the commercial message broadcast and the commercial message information ... during broadcast of a main program" (claim 1, lines 6-8) not via a different route from the TV broadcast via broadcast network 290, i.e., from application server 240 as illustrated in Fig. 2 of Sahota.

Furthermore, all that Fig. 1A of Sahota illustrates is "TV AND DATA BROADCAST" being sent from integration platform architecture 110 towards set-top box 106 and "TV COMMERCIAL 108" and "INTERNET ADVERTISING CONTENT 112" being displayed on TV 104. As described above and in the responses filed prior to appeal, "commercial message broadcast designation information" is not something that is displayed on a display device, but rather "information designating at least a CM [commercial message] broadcast seen by a client from a terminal used by the client" (application, page 8, lines 19-21), or "information indicating through which CM [commercial message] broadcast a client has purchased merchandise or a service"

(application, page 14, lines 14-16). Nothing has been cited or found in Sahota even suggesting that the content of the TV and data broadcast, including a TV commercial, or Internet advertising content, might provide the capability to designate what commercial message was viewed by a client.

It has been clearly established in U.S. patent law how claim limitations should be interpreted. For example, *Verve LLC v. Crane Cams Inc.*, 311 F3d 1116, 65 USPQ2d 1051 (Fed. Cir. 2002) noted that while "reference to intrinsic evidence is primary in interpreting claims, the criterion is the meaning of words as they would be understood by persons in the field of the invention" 65 USPQ2d at 1053. The Examiner has not cited anything in the prior art suggesting that "commercial message broadcast designation information" is a term "readily understood by practitioners" 65 USPQ2d at 1053-1054; therefore, one of ordinary skill in the art would look to the specification for a definition. In the detailed example provided at page 31, lines 2-15, with reference to Fig. 8 of the application, "description 50 relating to the CM broadcast is CM broadcast designation information" (page 31, lines 2-3) and includes "CM broadcast number 43211234" (page 31, line 15), "the broadcast time of a CM broadcast" (page 31, lines 9-10) "from the BSCDS broadcast station on May 11, 2000 at 20:10" (page 31, lines 13-14) and a title ("BEER") and maker ("BEER MAKER A") of the product advertised in the commercial message. Nothing has been cited or found in Sahota suggesting that any of this type of information or anything else that would indicate what commercial message had been viewed by a client is part of "a concurrent broadcast of the commercial message broadcast and the commercial message information relating to the commercial message broadcast generated according to commerce information, during broadcast of a main program" (claim 1, lines 6-8).

In addition to asserting that Sahota anticipated claim 1, the July 24, 2007 Office Action apparently asserted that some of the limitations in claim 1 could be ignored by citing *In re Gulack*, 703 F2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983) and *In re Lowry*, 32 F3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994) as holding that "information ... not functionally interrelated to the broadcast reception terminal ... will not distinguish the claimed invention from the prior art" (July 24, 2007 Office Action, lines 14-16). However, the *In re Gulack* decision stated that "[w]here the printed matter is not functionally related to the substrate, the printed matter will not distinguish the invention from the prior art in terms of patentability" 217 USPQ at 404, citing *In re Miller*, 418 F.2d 1392, 164 USPQ 46 (CCPA 1969) and held that claims reciting "a plurality of individual digits imprinted on the band or ring at regularly spaced intervals; and ...



an algorithm by which the appropriate digits are developed" 217 USPQ at 402 "are functionally related to the band" 217 USPQ at 404.

Claim 1 does not recite any printed matter or anything analogous to printed matter and therefore, neither *In re Miller* nor *In re Gulack* are relevant. Furthermore, *In re Lowry* held that a rejection based on a finding that

data structures were analogous to printed matter ... erroneously extended a printed matter rejection ... to ... information stored in a memory ... [because] printed matter cases have no factual relevance where "the invention as defined by the claims requires that the information be processed not by the mind but by a machine, the computer."

32 USPQ2d at 1034, citing *In re Bernhart*, 417 F.2d 1395, 1399, 163 USPQ 611, 615 (CCPA 1969). In any event, claim 1 recites a method and no case has been cited by the Examiner suggesting that any limitations in a method claim can be ignored. For all of the above reasons, it is submitted that there is no support in case law for ignoring any of the limitations recited in claim 1.

For at least the above reasons, it is submitted that claim 1, as well as claims 2, 3 and 6-9 which depend therefrom, patentably distinguish over Sahota.

#### **Claim 8**

In addition, claim 8 recites "distributing instructions about merchandise or a service generated by the merchandise producer or the service provider to a shop at which a client receives merchandise or a service" (claim 8, lines 1-3). It is clear from the application, e.g., the paragraph spanning pages 17 and 18, that the word "shop" refers to a physical location, not an Internet website. The system taught by Sahota only enables the "client" (e.g., claim 8, line 3) to make purchases from an online store. On the other hand, according to claims 1 and 8, a client can make a purchase in shop, i.e., a "bricks and mortar" store, using "commercial message information relating to the commercial message broadcast" (claim 1, line 13) and "instructions about merchandise or a service generated by the merchandise producer" (claim 8, lines 1-2) which could be referenced on a printout or a portable terminal possessed by the client, such as a mobile phone, as illustrated in Figs. 4 and 16A and described on pages 38, 42, 43, 51 and 52 of the application.

For the above reasons, which were not rebutted in the July 24, 2007 Office Action, it is submitted that claim 8 further patentably distinguishes over Sahota.

### **Claim 28**

Claim 28 recites "a management unit receiving commercial message broadcast designation information contained in the commercial message information and designating at least a commercial message broadcast" (claim 28, lines 9-11), where "a broadcasting station to broadcast[s] both the commercial message broadcast and the commercial message information relating to the commercial message broadcast concurrently via a single broadcast medium during a main program" (claim 28, lines 6-8) and that

a management unit receiv[es] commercial message broadcast designation information ... when the client purchases merchandise or a service in the commercial message information relating to the commercial message broadcast after the client sees the commercial message broadcast and performs an instruction for displaying the commercial message information relating to the commercial message broadcast

(claim 28, lines 9-15). Nothing has been cited in Sahota even suggesting that the advertising server(s) 230, application server 240, traffic server 250 and/or broadcasting server 260 meet the limitations recited in claim 28. Therefore, it is submitted that claim 28 patentably distinguishes over Sahota.

### **Claim 29**

Claim 29 recites

a second reception unit receiving information about a client or information about merchandise or a service included in commercial message information and purchased by a client, as commerce information when the client sees a commercial message broadcast, performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases the merchandise or the service while the commercial message broadcast and the commercial message information relating to the commercial message broadcast are broadcasted concurrently during a main program

(claim 29, lines 5-11). As discussed above, Sahota discloses a TV that displays a link to a website, not what is recited in claim 29. Therefore, it is submitted that claim 29 patentably distinguishes over Sahota.

### **Rejections under 35 USC § 103(a)**

#### **Claims 4 and 5**

On pages 7-8 of the July 24, 2007 Office Action, claims 4 and 5 were rejected under 35 USC § 103(a) as unpatentable over Sahota in view of Mayer. Specifically, it was asserted that Mayer "teaches ... a broadcast program for broadcasting the commercial message broadcast

and the commercial message information relating to the commercial message broadcast is bought from the broadcasting station" (July 24, 2007 Office Action, page 7, lines 16-19). However, nothing was cited or has been found in Mayer suggesting modification of Sahota to overcome the deficiencies discussed above. Therefore, it is submitted that claims 4-5 which depend from claim 1 patentably distinguish over Sahota and Mayer for the reasons discussed above with respect to the distinctions of claim 1 over Sahota taken alone.

### **Summary of Arguments**

For the reasons set forth above and in the Amendment filed June 19, 2007, it is submitted that claims 1-9, 28 and 29 patentably distinguish over Sahota and Mayer, taken individually or in combination. Thus, it is respectfully submitted that the Examiner's final rejection of the claims is without support and, therefore, erroneous. Accordingly, the Board of Patent Appeals and Interferences is respectfully urged to so find and to reverse the Examiner's final rejection.

Please charge the required fee of \$510 to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: February 27, 2008

By: /Richard A. Gollhofer/  
Richard A. Gollhofer  
Registration No. 31,106

1201 New York Avenue, NW, Suite 700  
Washington, D.C. 20005  
Telephone: (202) 434-1500  
Facsimile: (202) 434-1501

## **VIII. Claims Appendix**

1. A commerce information managing method for managing commerce information, comprising:

receiving a request to generate a commercial message broadcast and commercial message information relating to the commercial message broadcast from at least one of a merchandise producer and a service provider;

requesting a concurrent broadcast of the commercial message broadcast and the commercial message information relating to the commercial message broadcast generated according to commerce information, during broadcast of a main program; and

receiving at a broadcast reception terminal device of a client, as part of the commerce information, commercial message broadcast designation information contained in the commercial message information and designating at least the commercial message broadcast when the client sees the commercial message broadcast, performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases merchandise or a service in the commercial message information relating to the commercial message broadcast.

2. The method according to claim 1, wherein said commercial message information contains at least one of a merchandise catalog, a merchandise guide book in which merchandise is classified based on a characteristic of each piece of merchandise, a merchandise purchase support page supporting purchase of merchandise based on the merchandise guide book, a service catalog, a service guide book in which a service is classified based on a characteristic of each service, and a service purchase support page supporting purchase of a service based on the service guide book.

3. The method according to claim 2, wherein:

said commercial message information is described in an XML data format; and specific information contained in the commercial message information is distributed.

4. The method according to claim 1, wherein a broadcast program for broadcasting the commercial message broadcast and the commercial message information relating to the commercial message broadcast is bought from the broadcasting station.

5. The method according to claim 4, wherein said broadcast program is changed based on at least one of merchandise inventory information about the merchandise producer and service providing information about the service provider.

6. The method according to claim 1, further comprising:  
analyzing data of the commerce information being managed; and  
transmitting an analysis result to the merchandise producer or the service provider.

7. The method according to claim 1, wherein said commerce information contains any of information relating to merchandise or a service, attribute data of the client, and information about merchandise or a service purchased by the client.

8. The method according to claim 1, further comprising distributing instructions about merchandise or a service generated by the merchandise producer or the service provider to a shop at which a client receives merchandise or a service so that the client can receive a support of aftercare for the merchandise or the service.

9. The method according to claim 1, further comprising assigning the client a service point based on the commercial message broadcast designation information, information about merchandise or a service purchased by the client, and attribute data of the client.

28. A commerce information management apparatus, comprising:  
a commercial message information generation unit generating a commercial message broadcast and commercial message information relating to the commercial message broadcast according to managed commerce information after receiving a request from a merchandise producer or a service provider;

a request unit requesting a broadcasting station to broadcast both the commercial message broadcast and the commercial message information relating to the commercial message broadcast concurrently via a single broadcast medium during a main program; and

a management unit receiving commercial message broadcast designation information contained in the commercial message information and designating at least a commercial message broadcast seen by a client from a terminal used by the client when the client purchases merchandise or a service in the commercial message information relating to the commercial message broadcast after the client sees the commercial message broadcast and

performs an instruction for displaying the commercial message information relating to the commercial message broadcast, and managing the commercial message broadcast designation information as part of the commerce information.

29. A commerce information management apparatus, comprising:

a first reception unit receiving information about merchandise or a service upon receipt of a request from a merchandise producer or a service provider;

a second reception unit receiving information about a client or information about merchandise or a service included in commercial message information and purchased by a client, as commerce information when the client sees a commercial message broadcast, performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases the merchandise or the service while the commercial message broadcast and the commercial message information relating to the commercial message broadcast are broadcasted concurrently during a main program; and

a management unit collectively managing the commerce information.

## **IX. Evidence Appendix**

(None)

**X. Related Proceedings Appendix**

(None)